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Research Report

Newspaper Advertising Bureau, Inc. 1180 Avenue of the Americas, New York, New York 10036

The Readership of Newspaper Pages and Sections: Demographic Segments

SMRB SMM--1984

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the Newspaper business and its advertisers. These reports provide the basis of recommendations for the efficient use of the newspaper medium to meet the specific marketing needs of individual companies.

January 1984

Source: 1984 Study of Media and Markets, Simmons Market Research Bureau, Inc.

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INTRODUCTORY NOTE

Measures of media exposure vary with the method of measurement used, whether the medium in question is print or broadcast. For this reason, all those who use media exposure figures should understand exactly how the data were collected.

The figures in this report are from the 1984 Simmons Study of Media and Markets. They were obtained in personal interviews with a multi-stage area probability sample of more than 19,000 adults. Every respondent who reported reading one or more daily newspapers within the past seven days was asked:

> "When you read or look into (NAME NEWSPAPER), do you generally read or look at every page of the entire newspaper, or do you tend to read or look at only some pages or sections?"

Those who say that they read or look at "only some pages or sections" were shown a card listing ten categories of content carried by the great majority of daily newspapers, as shown in the tables following, and asked:

> "Which of the numbers on this card describe the pages or sections in (NAME NEWSPAPER) you generally read or look at?"

The most important finding emerging from this approach is that six out of ten adult readers (62%)[1] indicate that they usually see every page of the newspaper they read. This does not mean they read every item, but

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1) Research by Audits & Surveys, Inc. (1982) reported that 67% of adult readers go through the paper "page by page".

since the human eye is a very efficient scanning device, they have the opportunity to be exposed to any editorial or advertising content appearing in the issue.

In a 1982 study conducted by Audits and Surveys, inc., a nationwide sample of adults was taken through sampled pages of newspapers read on the day before the interview. Findings from this part of the A&S study suggest that the SMRB figures shown in this report are roughly equivalent to "page opening." Overall, A&S estimated average page opening at 77%--that is, the average page (or spread) in a daily newspaper is opened by 77% of all those reading the issue.

For the minority who were directly questioned by SMRB's interviewers about specific kinds of content, the figures obtained are probably close to "true" readership figures. Those who wish to estimate how these more selective readers respond to particular kinds of content can do so by subtracting the percentage shown for "usually read every page" and dividing by "read certain pages or sections."

EXAMPLE: In Table 1, the figure shown for "business, finance" is 76%. Subtracting the 62% who usually read every page leaves a remainder of 14%. Dividing this by the 38% who only read certain pages or sections yields 37%, the proportion of those specifically asked about "business, finance" who say that they usually read that page or section. The proportions for selective male (41%) and female (30%) readers indicate a larger difference between the sexes than the overall "readership" or "page opening" figure suggests.

Within any given demographic segment the figures shown in these tables may reasonably be assumed to show the relative level of interest in a specific kind of content. However, any differences found between demographic segments should be interpreted with caution, since these are affected mainly by the percentages who report reading or looking at every page. For example, Table 2 might suggest that adults who are 65 or older are just as interested in "entertainment" pages as those who are 18 to 24. This is only because more older readers report reading every page.

The fairly constant level of page opening for "entertainment" content shown in these SMRB tables might be contrasted with one of the results of a card-sorting game in the 1982 A&S research. The 25 cards used included 21 kinds of editorial content and 4 kinds of ads. In response to this part of the survey, 89% of all newspaper readers between 18 and 24 indicate that they usually read "movie ads," as compared with only 24% of those who are 65 or older. This pattern of higher interest in movie ads among young adults is consistent with other research on movie attendance.

Although different approaches to measuring the elusive concept called "readership" may yield very different results, divergent findings can be equally valuable so long as the user understands exactly how those findings were obtained and what they imply.

In Tables 17 through 19, the percentages shown for "usually read every page" reflect the fact that most of the dailies read in central cities tend to have many more pages than those read in non-metropolitan areas. Large

central city newspapers also have more specialized pages and sections. The Audits and Surveys, Inc. study cited earlier indicates that the average central city reader may open to more pages than the average non-metropolitan reader has in his entire newspaper.

Table 1

Types of Daily Newspaper Pages or Sections Usually Read
(Total Adults, by Sex)

	Percent of Weekday Audience		
	Adults	Males	Females
Usually read every page	62%	61%	63%
Read certain pages or sections	38	39	37
Business, finance	76	77	74
Classified	76	75	76
Comics	76	75	78
Editorial page	78	76	79
Entertainment	80	76	84
Food, cooking	78	70	84
General news	92	91	93
Home furnishings, improvement	74	69	78
Sports	79	86	72
TV, radio listings	75	73	77
Projected base: Average Weekday Audience (in 000's)	(109,190)	(52,459)	(56,731)

Source: 1984 SMRB SMM

Table 2

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Age)

	Percent of Weekday Audience					
	18-24	25-34	35-44	45-54	55-64	65+
Usually read every page	50%	61%	64%	64%	67%	69%
Read certain pages or sections	50	39	36	36	33	31
Business, finance	63	74	78	79	80	80
Classified	71	75	77	76	77	78
Comics	75	75	75	76	79	80
Editorial page	65	75	78	80	83	85
Entertainment	78	80	80	86	82	82
Food, cooking	67	75	78	79	83	85
General news	86	91	93	93	94	96
Home furnishings, improvement	61	73	75	76	77	80
Sports	75	78	80	80	80	81
TV, radio listings	68	74	75	75	79	81
Projected base: Average Weekday Audience (in 000's)	(16,572)	(23,473)	(19,826)	(16,210)	(16,250)	(16,858)

Source: 1984 SMRB SMM

Table 3

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Age)

	Percent of Weekday Audience					
	18-24	25-35	35-44	45-54	55-64	65+
Usually read every page	48%	59%	63%	63%	67%	69%
Read certain pages or sections	52	41	37	37	32	31
Business, finance	63	75	80	80	83	83
Classified	68	75	76	76	77	79
Comics	70	74	74	74	79	79
Editorial page	63	73	77	79	82	84
Entertainment	75	75	76	76	78	79
Food, cooking	60	67	70	73	76	77
General news	86	89	93	93	93	95
Home furnishings, improvement	57	67	71	72	75	76
Sports	86	86	87	86	86	87
TV, radio listings	65	72	73	72	77	79
Projected base: Average Weekday Audience (in 000's)	(8,217)	(11,792)	(9,853)	(8,027)	(7,567)	(7,003)

Source: 1984 SMRB SMM

Table 4

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Age)

	Percent of Weeday Audience					
	18-24	25-34	35-44	45-54	55-64	65+
Usually read every page	52%	62%	64%	65%	66%	70%
Read certain pages or sections	48	38	36	35	34	30
Business, finance	63	74	75	78	78	79
Classified	74	76	78	77	77	77
Comics	78	77	75	77	79	80
Editorial page	68	77	80	80	84	85
Entertainment	81	85	85	83	85	84
Food, cooking	74	83	86	85	89	90
General news	87	93	93	94	95	96
Home furnishings, improvement	65	78	80	80	81	83
Sports	64	71	72	74	74	76
TV, radio listings	72	76	77	77	80	82
Projected base: Average Weekday Audience (in 000's)	(8,354)	(11,681)	(9,973)	(8,183)	(8,683)	(9,855)

Source: 1984 SMRB SMM

Table 5

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Education)

	Percent of Weekday Audience			
	College Graduate	1-3 yrs. College	High School Graduate	Some High School or Less
Usually read every page	62%	59%	64%	62%
Read certain pages or sections	38	41	36	38
Business, finance	81	75	75	71
Classified	75	75	77	75
Comics	75	75	78	77
Editorial page	81	76	78	76
Entertainment	82	80	81	77
Food, cooking	77	74	80	77
General news	94	92	92	90
Home furnishings, improvement	74	71	76	73
Sports	80	78	79	78
TV, radio listings	75	73	77	76
Projected base: Average Weekday Audience (in 000's)	(21,486)	(20,477)	(43,905)	(23,322)

Source: 1984 SMRB SMM

Table 6

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Education)

	Percent of Weekday Audience			
	College Graduate	1-3 yrs. College	High School Graduate	Some High School or Less
Usually read every page	62	57	64	59
Read certain pages or sections	38	43	36	41
Business, finance	84	76	78	69
Classified	74	73	78	73
Comics	74	73	77	76
Editorial page	80	71	77	73
Entertainment	78	76	78	73
Food, cooking	72	64	73	69
General news	93	92	91	88
Home furnishings, improvement	71	64	72	68
Sports	86	87	88	84
TV, radio listings	72	70	75	73
Projected base: Average Weekday Audience (in 000's)	(12,350)	(9,812)	(19,283)	(11,014)

Source: 1984 SMRB SMM

Table 7

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Education)

	Percent of Weekday Audience			
	College Graduate	1-3 yrs. College	High School Graduate	Some High School or Less
Usually read every page	63%	61%	63%	65%
Read certain pages or sections	37	39	37	35
Business, finance	77	75	73	74
Classified	75	77	77	77
Comics	77	78	78	79
Editorial page	83	79	78	78
Entertainment	87	84	84	80
Food, cooking	84	83	86	83
General news	96	93	93	92
Home furnishings, improvement	79	77	93	77
Sports	72	70	79	73
TV, radio listings	71	76	78	78
Projected base: Average Weekday Audience (in 000's)	(9,135)	(10,665)	(24,622)	(12,308)

Source: 1984 SMRB SMM

Table 8

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Household Income)

	Percent of Weekday Audience				
	$35,000 & over	$25,000-34,999	$15,000-24,999	$10,000-14,999	Under $10,000
Usually read every page	59%	63%	66%	63%	63%
Read certain pages or sections	41	37	34	37	37
Business, finance	78	75	75	73	74
Classified	74	76	77	76	77
Comics	73	77	79	78	79
Editorial page	76	77	79	78	78
Entertainment	79	81	82	81	79
Food, cooking	75	78	79	79	79
General news	93	92	92	92	92
Home furnishings, improvement	71	75	76	76	76
Sprots	78	80	80	79	78
TV, radio listings	71	75	79	77	77
Projected base: Average Weekday Audience (in 000's)	(33,141)	(22,793)	(23,919)	(14,284)	(15,053)

Source: 1984 SMRB SMM

Table 9

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Household Income)

	Percent of Weekday Audience				
	$35,000 & over	$25,000-34,999	$15,000-24,999	$10,000-14,999	Under $10,000
Usually read every page	59%	64%	63%	59%	64%
Read certain pages or sections	41	36	37	41	36
Business, finance	80	78	75	71	74
Classified	73	77	76	73	78
Comics	71	77	78	75	78
Editorial page	74	77	77	75	76
Entertainment	76	77	77	75	75
Food, cooking	67	72	72	70	72
General news	92	92	91	91	90
Home furnishings, improvement	66	71	71	70	90
Sports	86	88	86	84	87
TV, radio listings	70	73	76	74	75
Projected base: Average Weekday Audience (in 000's)	(17,572)	(11,996)	(11,129)	(6,478)	(5,284)

Source: 1984 SMRB SMM

Table 10

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Household Income)

	Percent of Weekday Audience				
	$35,000 & over	$25,000-34,999	$15,000-24,999	$10,000 14,999	Under $10,000
Usually read every page	60%	62%	67%	67%	63%
Read certain pages or sections	40	38	33	33	37
Business, finance	69	72	75	75	73
Classified	74	75	79	79	77
Comics	75	78	80	81	79
Editorial page	78	78	81	81	79
Entertainment	83	84	85	86	81
Food, cooking	84	84	86	86	83
General news	94	93	93	93	93
Home furnishings, improvement	76	79	80	80	78
Sports	69	71	74	74	73
TV, radio listings	74	76	80	82	79
Projected base: Average Weekday Audience (in 000's)	(15,570)	(10,797)	(12,789)	(7,806)	(9,769)

Source: 1984 SMRB SMM

Table 11

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Employment Status)

	Percent of Weekday Audience			
	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	61%	61%	60%	64%
Read certain pages or sections	39	39	40	36
Business, finance	76	77	72	75
Classified	75	75	74	77
Comics	75	75	74	79
Editorial page	76	77	75	79
Entertainment	79	79	79	82
Food, cooking	75	75	74	82
General news	92	92	91	93
Home furnishings, improvement	72	72	71	77
Sports	80	80	75	78
TV, radio listings	74	74	73	78
Projected base: Average Weekday Audience (in 000's)	(67,737)	(59,263)	(8,473)	(41,453)

Source: 1984 SMRB SMM

Table 12

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Employment Status)

	Percent of Weekday Audience	
	Employed+	Not Employed
Usually read every page	61%	62%
Read certain pages or sections	39	38
Business, finance	77	76
Classified	74	76
Comics	74	77
Editorial page	75	77
Entertainment	76	78
Food, cooking	69	72
General news	91	92
Home furnishings, improvement	69	70
Sports	87	85
TV, radio listings	72	75
Projected base: Average Weekday Audience (in 000's)	(38,123)	(14,336)

Source: 1984 SMRB SMM

+ "Full time" and "part time" breaks excluded because of small base for part-time workers.

Table 13

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Employment Status)

	Percent of Weekday Audience			
	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	62%	61%	63%	65%
Read certain pages or sections	38	39	37	35
Business, finance	74	74	73	75
Classified	76	77	75	77
Comics	76	77	76	80
Editorial page	78	78	78	80
Entertainment	83	84	82	84
Food, cooking	83	83	87	87
General news	93	93	92	93
Home furnishings, improvement	76	76	77	81
Sports	70	70	71	74
TV, radio listings	76	76	76	79
Projected base: Average Weekday Audience (in 000's)	(29,613)	(23,730)	(5,884)	(27,117)

Source: 1984 SMRB SMM

Table 14

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Occupation)

	Percent of Weekday Audience			
	Professional, Manager	Clerical, Sales*	Precision, Craft	Other Employed
Usually read every page	63%	60%	60%	61%
Read certain pages or sections	37	40	40	39
Business, finance	81	75	73	72
Classified	75	75	75	76
Comics	75	74	74	76
Editorial page	81	76	73	73
Entertainment	81	81	73	77
Food, cooking	77	77	68	73
General news	93	92	91	90
Home furnishings, improvement	74	73	69	70
Sports	80	76	85	80
TV, radio listings	74	74	71	75
Projected base: Average Weekday Audience (in 000's)	(19,591)	(21659)	(7,954)	(18,534)

Source: 1984 SMRB SMM

*Includes technicians previously classified with "professional, manager" group.

Table 15

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Occupation)

	Percent of Weekday Audience			
	Professional, Manager	Clerical, Sales*	Precision, Craft	Other Employed
Usually read every page	63%	58%	60%	61%
Read certain pages or sections	37	42	40	39
Business, finance	84	78	74	72
Classified	74	73	76	75
Comics	74	71	74	76
Editorial page	80	74	74	72
Entertainment	78	76	73	75
Food, cooking	72	67	67	69
General news	92	91	91	90
Home furnishings, improvement	71	66	68	69
Sprots	86	86	88	87
TV, radio listings	72	71	71	73
Projected base: Average Weekday Audience (in 000's)	(11,454)	(8,217)	(7,245)	(11,207)

Source: 1984 SMRB SMM

*Includes technicians previously classified with "professional, manager" group.

Table 16

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Occupation)

	Percent of Weekday Audience		
	Professional, Manager	Clerical, Sales*	Other Employed+
Usually read every page	63%	61%	61%
Read certain pages or sections	37	39	39
Business, finance	77	74	72
Classified	76	76	77
Comics	77	76	76
Editorial page	82	78	73
Entertainment	86	81	80
Food, cooking	85	83	79
General news	95	93	90
Home furnishings, improvement	79	77	72
Sprots	72	70	68
TV, radio listings	77	75	75
Projected base: Average Weekday Audience (in 000's)	(8,136)	(13,442)	(8,035)

Source: 1984 SMRB SMM

*Includes technicians previously classified with "professional, manager" group.

+Includes "craftsman, foreman" (base too small to show separately)

Table 17

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Marital Status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	53%	65%	64%
Read certain pages or sections	47	35	36
Business, finance	68	78	75
Classified	70	77	78
Comics	74	77	77
Editorial page	71	79	79
Entertainment	79	81	81
Food, cooking	70	79	81
General news	88	93	94
Home furnishings, improvement	65	76	76
Sports	78	80	77
TV, radio listings	70	76	79
Projected base: Average Weekday Audience (in 000's)	(22,512)	(69,445)	(17,182)

Source: 1984 SMRB SMM

Table 18

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Marital Status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	52%	64%	61%
Read certain pages or sections	48	36	39
Business, finance	69	80	74
Classified	68	77	76
Comics	72	76	74
Editorial page	68	79	73
Entertainment	76	77	74
Food, cooking	64	73	68
General news	88	93	91
Home furnishings, improvement	61	72	68
Sports	85	87	86
TV, radio listings	67	74	74
Projected base: Average Weekday Audience (in 000's)	(12,263)	(35,606)	(4,590)

Source: 1984 SMRB SMM

Table 19

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Marital Status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	54%	65%	66%
Read certain pages or sections	46	35	34
Business, finance	68	76	76
Classified	72	77	78
Comics	77	78	79
Editorial page	74	80	82
Entertainment	83	84	83
Food, cooking	77	86	85
General news	89	94	94
Home furnishings, improvement	69	81	79
Sports	69	72	73
TV, radio listings	73	76	80
Projected base: Average Weekday Audience (in 000's)	(10,249)	(33,889)	(12,592)

Source: 1984 SMRB SMM

Table 20

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Number of People in Household)

	One-Two	Three-Four	Five or More
Usually read every page	65%	60%	59%
Read certain pages or sections	35	40	41
Business, finance	78	74	73
Classified	77	75	75
Comics	80	74	75
Editorial page	81	76	73
Entertainment	83	79	79
Food, cooking	81	76	75
General news	94	91	90
Home furnishings, improvement	77	72	71
Sports	80	78	78
TV, radio listings	78	73	72
Projected base: Average Weekday Audience (in 000's)	(45,898)	(44,696)	(18,597)

Source: 1984 SMRB SMM

Table 21

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Number of People in Household)

	One-Two	Three-Four	Five or More
Usually read every page	65%	59%	58%
Read certain pages or sections	35	41	42
Business, finance	79	76	75
Classified	77	74	74
Comics	78	72	73
Editorial page	80	74	72
Entertainment	79	75	75
Food, cooking	74	68	67
General news	93	90	89
Home furishings, improvement	73	67	67
Sports	87	85	87
TV, radio listings	76	71	70
Projected base: Average Weekday Audience (in 000's)	(21,106)	(22,353)	(9,000)

Source: 1984 SMRB SMM

Table 22

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Number of People in Household)

	One-Two	Three-Four	Five or More
Usually read every page	66%	61%	61%
Read certain pages or sections	34	39	39
Business, finance	77	73	71
Classified	77	76	76
Comics	81	76	76
Editorial page	83	78	74
Entertainment	86	83	82
Food, cooking	86	84	82
General news	94	92	91
Home furnishings, improvement	81	77	75
Sports	75	70	69
TV, radio listings	80	76	74
Projected base: Average Weekday Audience (in 000's)	(24,791)	(22,343)	(9,597)

Source: 1984 SMRB SMM

Table 23

Types of Daily Newspaper Pages or Sections Usually Read
(Adults, by Locality Type)

	Percent of Weekday Audience		
	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page*	57%	63%	68%
Read certain pages or sections	43	37	32
Business, finance	70	76	82
Classified	71	76	83
Comics	77	75	78
Editorial page	77	77	80
Entertainment	80	80	81
Food, cooking	76	77	80
General news	92	92	93
Home furnishings, improvement	73	74	76
Sports	79	79	78
TV, radio listings	76	75	76
Projected base: Average Weekday Audience (in 000's)	(34,180)	(52,360)	(22,649)

Source: 1984 SMRB SMM

*See final paragraph of "Introductory Note."

Table 24

Types of Daily Newspaper Pages or Sections Usually Read
(Males, by Locality Type)

	Percent of Weekday Audience		
	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page*	55%	62%	67%
Read certain pages or sections	45	38	33
Business, finance	71	78	82
Classified	69	76	82
Comics	75	74	77
Editorial page	75	75	79
Entertainment	76	76	78
Food, cooking	68	69	76
General news	91	92	91
Home furnishings, improvement	67	69	73
Sports	88	87	83
TV, radio listings	73	72	74
Projected base: Average Weekday Audience (in 000's)	(16,093)	(25,695)	(10,672)

Source: 1984 SMRB SMM

*See final paragraph of "Introductory Note."

Table 25

Types of Daily Newspaper Pages or Sections Usually Read
(Females, by Locality Type)

	Percent of Weekday Audience		
	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page*	59%	63%	69%
Read certain pages or sections	41	37	31
Business, finance	70	74	82
Classified	73	76	83
Comics	78	77	80
Editorial page	79	78	82
Entertainment	84	84	84
Food, cooking	84	85	85
General news	93	93	94
Home furishings, improvement	77	78	80
Sports	72	71	74
TV, radio listings	78	77	77
Projected base: Average Weekday Audience (in 000's)	(18,087)	(26,665)	(11,977)

Source: 1984 SMRB SMM

*See final paragraph of "Introductory Note."